



“Trashercise” with Keep Williamson Beautiful

Williamson Recycles and Keep Williamson Beautiful invite Williamson County and Franklin Special Schools to participate in the...

2015 Recycled Project Contest

Middle School Project – Create a 30-second to 1-minute-long “Trashercise” PSA

So what is trashercise? Well, to trashercise is to pick up litter while exercising! This can include stretching, jogging between patches of litter, lunging to pick up litter. What is your trashercise work out plan?



Keep Williamson Beautiful (KWB) will be encouraging our community to trashercise, and we need your help to inspire others! Currently, KWB offers litter kits including safety vests, gloves, litter pickers, trash bags and hand sanitizer to volunteers picking up litter. We would like to incorporate trashercise into this current plan. You can learn more about KWB’s litter pickups at www.keepwilliamsonbeautiful.org.

The themes of this PSA might include exercise, picking up litter, being heart-healthy, eco-friendly, and taking pride in our county and keeping it clean.

I want you to persuade me to adopt trashercise as a **lifestyle**. Creativity is encouraged!

Contest Rules

Project: Persuade others to “trashercise” in the audio-visual format of a video PSA.

Audience: Williamson County residents, especially young people your age!

Display: Winning video will be looped for continuous fairgoer viewing at the Keep Williamson Beautiful/Williamson Recycles booth at the fair.

PSA Format:

- PSAs should be between 30-seconds and 1-minute in length.
- PSAs should be submitted on a flash drive.

Goals:

- Inspire fairgoers to volunteer with KWB and to trashercise.
- Persuade fairgoers that trashercise should be a lifestyle.
- Create and utilize a catchy slogan involving the word “trashercise”. This will be the video title.
- Incorporate themes such as community pride, heart-healthy and eco-friendly.
- Use visual design, audio, and information strategies to engage the public with video projects.
- PSA should be between 30-seconds and 1-minute in length.

Video projects may be created by an individual or a group for submission to the contest.

School level judging: Please conduct a *school level judging* to select winning projects for the countywide contest. First, second, and third place winners will be entered into the countywide contest for a total of three entries per school.

Forms: Please attach an **Entry Form** and a **Parental Permission Form** provided below for each PSA that is chosen as a school finalist.

All submissions are due by May 7, 2015.

Judging: Project will be judged in the following categories.

1. Clearly explains trashercise concept and promotes the lifestyle
2. Includes themes like community pride, heart-healthy and eco-friendly
3. Persuasiveness of slogan and PSA
4. Creativity
5. Project follows contest rules, including time length

The County Level Judging is conducted by the Keep Williamson Beautiful Committee and WCS Representatives. Winners will be notified through their teacher's email address by May 18, 2015.

Awards:

- Winning schools receive **financial awards** to be used towards the school's environmental program/Merit Program.
 - First place- **\$250**
 - Second place- **\$100**
 - Third place- **\$50**
- Winning PSAs will be shown continuously at the **Williamson County Fair** -- Ag Expo Park , August 7 – 15, 2015. (KWB reserves the right to keep winning art for promotional purposes.)
- News releases with names of the winners, teachers, and schools will be provided for submission to the local media.
- Winning projects, students, teachers and schools will be **featured on WC-TV** for a Recycled Project Contest special awards segment!
 - The segment will be filmed on **Friday, May 22, 2015 at 1 p.m.** in the Williamson County Administrative Complex located at 1320 West Main Street, Franklin, TN 37064 in the auditorium. All winning students and teachers are encouraged to participate!
 - Parents are welcome to attend and watch filming (your child will get an award)!

Contact for questions and additional information:

Jennifer Gosciniak, Williamson Recycles—Keep Williamson Beautiful

(615) 786-0166, email: jenniferg@williamson-tn.org



 www.KeepWilliamsonBeautiful.org

ENTRY FORM

Please deliver projects to either the Williamson Recycles/Keep Williamson Beautiful Material Recovery Facility or the Williamson County Solid Waste Department with entry and signed parental permission form(s) by **May 7, 2015**.

Mail or deliver to:

Recycled Art Contest, Keep Williamson Beautiful: 420 Century Court, Franklin, TN 37064

Hand deliver to the door at left side of the building with the sign: **Buy Back Center** Mon.-Fri., 8 a.m. – 3:30 p.m.
or

Williamson County Solid Waste Department: 5750 Pinewood Road, Franklin, TN 37064

Hand deliver to office building, Monday-Friday, 7a.m. - 4 p.m.

Reminder: Limit of 3 entries per school—first, second, third place winners

Students and schools, please keep a copy of your video with you as flash drives will not be returned.

School _____ Grade _____

Student's name _____

Title of PSA _____

Teacher Name _____

Email _____ Phone _____



PARENTAL PERMISSION FORM

Event: Williamson Recycles –Keep Williamson Beautiful
“Trashercise” PSA – 2015 Recycled Project Contest

Date: ____/____/____

Child's Name: _____

Parent/ Guardian's Name: _____

I hereby give my permission for my child, named above, to participate in the Keep Williamson Beautiful Recycled Project Contest. By permitting my child to participate in the Recycled Project Contest, I agree to release and hold harmless Williamson County and Keep Williamson Beautiful and its employees, volunteers, officers, and agents from any and all damages, injuries, claims, causes of actions, or losses of any kind resulting from my child's participation in the contest.

I understand that Keep Williamson Beautiful may use videos submitted by my child or photograph my child related to my child's participation in the Contest and that my child's image may be included in such submitted videos or photographs taken in the course of participating in the Contest. I hereby give the Keep Williamson Beautiful staff the absolute right and permission to use the videos, photographs and other images of my child on Keep Williamson Beautiful website or the Williamson County's website, or any other media or other promotional purposes at the discretion of Keep Williamson Beautiful. Keep Williamson Beautiful will not sell my child's image or use it for any commercial use. I release Williamson County and Keep Williamson Beautiful, their employees, agents, volunteers, and photographer from liability for any violation of any personal proprietary right I may have in connection with such use.

I agree that Williamson County and Keep Williamson Beautiful or their agents, officers, employees, and volunteers are not responsible for any injury, loss or damage to person or property resulting from my child's participation in the Contest.

Parent/ Guardian Signature _____ Date: ____/____/____

